



Florida Keys and Key West

Monroe County Tourist Development Council

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Representative at the International Tourism and Travel Show 2016:

- **Sabine Chilton**, International Sales & Representative

About the Organization:

The Florida Keys and Key West are a chain of subtropical islands connected by 42 bridges and home to the world's largest living coral reef. The Keys are best known for diving, fishing, amazing water sports, eco-tours, culture, history and offer an array of accommodations.

One of the goals of the Florida Keys & Key West is to develop the destination and increase tourist visitation. We provide support to consumers, trade and media via brochures (in 10 different languages), website, training, e-learning, family trips. We help promote accommodations and attractions in our destination.

Objective(s) at the International Tourism and Travel Show 2016:

- Our objective for exhibiting at the show is to promote the wonderful destination of the Florida Keys & Key West as well as providing French support and educate and help the consumers to plan their vacations to the Florida Keys & Key West.